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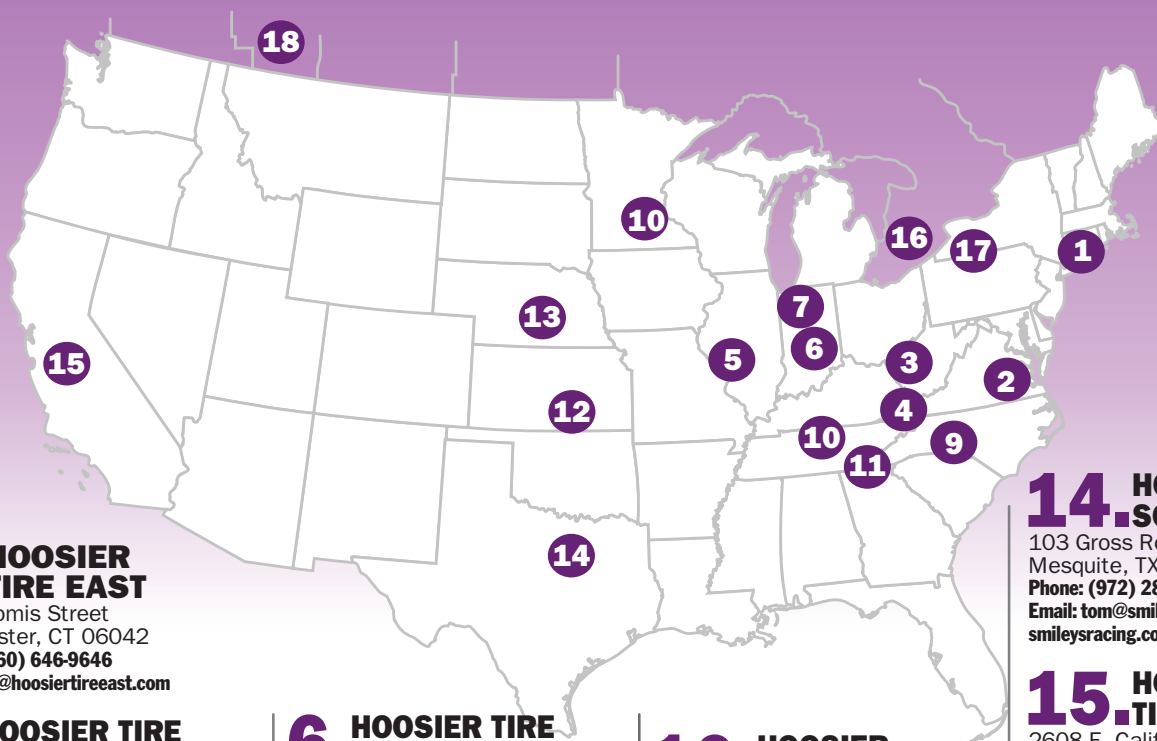


PAGE 5

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## TABLE OF CONTENTS

MAKING NEWS	<a href="#">PG 5</a>
LEGAL UPDATE	<a href="#">PG 8</a>
INCENTIVE BASED MARKETING	<a href="#">PG 12</a>
TRADITIONAL MEDIA	<a href="#">PG 15</a>
GET IN THE KNOW	<a href="#">PG 16</a>
NEW ARPY REGION MAP	<a href="#">PG 21</a>
TRAXPIX	<a href="#">PG 23</a>
RPM MARKETPLACE	<a href="#">PG 26</a>
DIRECTORY OF SERVICES	<a href="#">PG 27</a>

### MAILING ADDRESS:

1670 Hall Road, Elma NY 14059 - PO Box 161,  
174 E. Main Street, East Aurora, NY 14052

### E-MAIL CONTACT:

[jskotnicki@racingpromomonthly.com](mailto:jskotnicki@racingpromomonthly.com)



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*The 52nd Annual RPM@RENO Workshops will take place once again at the Silver Legacy Resort & Casino part of “The Row” in Reno, Nevada. Tuesday, December 3rd will see RPM & MyRacePass once again host “The Green Flag” reception at Novi in the Silver Legacy, a popular gathering for industry insiders and Workshop attendees. The Workshops will take place once again in the Silver Legacy on Wednesday, December 4th and Thursday, December 5th. Booking links will be released shortly.*



## An Update from New Zealand

New Zealand is a 16-hour time change from the Eastern Time Zone and some 8,901 miles from us, however, RPM maintains contact with folks there. It's interesting to connect.

Allan Batt is a long-time subscriber to RPM and works with his local racing club for many years.

Batt's association is with Ruapuna Speedway in Christchurch, New Zealand. Batt admits the track was in need of some "TLC". The track was competition driven by the decisions of the competitors and there was little regard offered to the value of "family" entertainment. Crowds were down and there was an obvious lack of family groups and children at racing events.

Over time, things have changed and the group has built on plans to make a visit to the speedway a "night out". It was an undertaking that the group Batt was involved with was willing to take. It required transforming drivers into thinking to include that their prize grows as the crowds go (we find this a unique concept in today's world of business on North American soil and can only imagine those conversations if such a plan was implemented).

They improved their range of food and concessions. Stadium

seating was added following the demolition of Christchurch's major stadium after the Christchurch earthquakes of 2010-11. A 'stadium quality' sound system added. Victory Lane interviews after races worked on building drivers fan bases.

**They wanted heroes, and a few villains too!** Bathroom facilities tidied up and 'Porta johns' brought in for the big nights. A trackside entertainer employed to keep the kids amused and simple things like every child in attendance receiving a small checkered flag and collectible hero card has helped build driver following.

The use of pyrotechnics has increased, and the race formats reworked to increase competition, and aid a free flowing show that was done and completed within 4 hours to meet the local curfew. That's tough when you cater for six classes- 410 Winged Sprint cars, Midgets, V6 powered Wingless Sprints, 1000cc Modified Sprints, TQs and 1/4 Midgets

While the main stream media in the area of the speedway in New Zealand pays little recognition to the Speedway (unless of course there's a major incident - which seems typical) they have a strong "online" campaign, and road side electronic billboards around the city play our ads. This all relates to what goes on here.

Recently Ruapuna Speedway was awarded the 'Best Volunteer Run Speedway' and 'Online Presence' categories at the New Zealand Speedway Awards.

The folks at Ruapana are justifiably proud of these, but also acknowledge that the circulating of RPM newsletters among our 'Promotions team' is one thing that keeps us up with the play and it's a great springboard for ideas. This made us feel really good about what RPM offers to the business. It isn't just a benefit here.

Things are slightly different 'way down under'. The tracks are all dirt 1/4 milers and of New Zealand's twenty-five or so tracks only a handful are run by Private promoters or Clubs that employ a 'Promoter'

An interesting twist on things as to how things are done down near the bottom of the 'Pacific'

Uniquely, many of the challenges seem similar and the solutions are the same, showing it doesn't matter where you are. We all have the same challenges and can learn from one another. The true benefit of RPM is bringing individuals together and working toward making our sport better, another great example of that is right here, nearly 9,000 miles away from where the majority of our business happens.





*Top-to-Bottom; At the ticket booth fans work their way in to Ruapana Speedway. Fans at Ruapuna Speedway enjoy a beautiful day of racing in New Zealand. The cars run around the track in a beautiful setting at Ruapuna.*



### ***Beyond the Inspection Room Doors...***

#### **Are your Inspectors getting it right?**

As society slips continuously into what we've started referring to as the "Burger King" mentality, where people "want it their way, right away, all of the time", we have to look and examine our technical inspection procedures from all sides.

There are axes to grind on all sides of everything these days and being able to separate things and "get it right" is a true process. It takes dedication to the craft of performing a thorough inspection, following a process and the ability to have the ethics and integrity to do the right thing.

Why is this a legal update? Get the process wrong and you are almost certain to find out. Get it right and behind closed doors, never in common conversation, you will gain the respect of your peers and your entire pit area.

While competitors will rarely admit it, they'd rather compete on what they believe is a fair playing field as opposed to the lingering questions of "what and who" they are racing against.

During a recent experience, an extensive engine inspection was required. One method of inspection led to another to verify preliminary indications and questionable results.

In this case, engines were "tubed" utilizing an Engine Cubic Inch Tester as available through many wholesale and retail engine suppliers. The "Tube" utilizes a puck system with a "quad o-ring" that gives a reading and determines the cubic inch displacement of the engine through a calculation determined in a reference chart. The "Tube" while accurate may require further inspection following the initial determination.

In three cases it was observed that there were discrepancies. Two situations required further inspection to determine the original findings, while the third was handled in a questionable manner.

The first two instances that are mentioned required the removal of the cylinder head to inspect the bore and stroke of the engine to determine cubic inch displacement.

The engines that were inspected were each separate engine rules packages. One engine was determined to be legal while the other engine was determined to have exceeded the bore and did not have a stroke that matched the rules as set forth specifically in the rulebook for the Series in which the vehicles were participating. In terms of violations, it was a severe

violation and potentially the most serious violation of the rules ever discovered during a post-race inspection in the history of the Series.

The third inspection, in the same regard, was while not personally observed, proved to be where things can become legally challenging.

The third engine was disqualified after there were multiple reports of the "Tube" not giving accurate readings. The team requested an appeal to the inspection process and was denied, including the team offering to break the seals of the engine, pull the cylinder head, and measure the bore and stroke for a further evaluation and accurate full assessment of the situation.

Of course, this is a balancing act, however, there are the ethics and integrity of the sport to protect as well as your legal terms. While this situation provided a case where it was not financially beneficial to pursue a legal route, it is something we all should consider when making these decisions.

Crossing every "T" and dotting every "i" in these cases is the only way to handle situations like this.

There are very few race teams at any level that do not know what they have in every aspect of their vehicles, so believing a competitor "didn't know" is truly not plausible these days. The competitors - for the most part - also know the process and many are willing to call your bluff during the inspection process. We are lucky that many of them would never make it as good poker players as we have consistently found out in many of these cases.

They will however, go right at the negative of the process to "save face" and many times we are dealing with people who have the financial horsepower to make things "legal", which is where the process becomes so sensitive.

If you are wrong, if you do something out of spite, it can cost you. Emotion needs to be removed from the equation and while some may question how any situation is handled, this has to be remembered.

Silence can be interpreted however someone wants to interpret it and most times it is interpreted in a negative manner but we have found it to be the best policy until all of the facts have been established.

There are also "the negotiators" regarding the participants, who try to break down every penalty or inspection process in





terms of trying to fain their innocence since something else was found during the inspection process; the penalty didn't make a speed difference; it was someone else's part that they purchased and so on... the bottom line is the participant that presented the vehicle to be inspected is the responsible and accountable party.

Competitors are quick to hold everyone else accountable except for the person they look at in the mirror each morning. That also presents challenges for them in the sport along with others for the defamation that occurs. It is something we all need to be cognizant of.

There are many case examples that you could look up and reference or speak with your legal representative about that to define the necessity of being right and spot on in every step of the procedures, thoroughness, chain of custody, and accuracy inspection before executing a penalty.

All of this should go without saying, however, we always need to be reminded of these simple things.

As a case reference, the third engine was inspected post-mortem by a third party in the same manner as it was disqualified for and it passed the inspection multiple times on different cylinders. Make sure you and your staff are doing things properly in accordance with the manuals for the tools in use and accuracy. It may keep you out of trouble and potential legal battles.



*Two of the most common inspection tools utilized in mechanically defining engines. Top is "the Tube" used to assist in determining the cubic inch displacement of an engine and bottom is the whistler from "Katech" commonly used to measure compression.*

# **NOTICE SAVE THESE DATES**

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## **52nd Annual RPM@Daytona Workshops**

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*Several folks have asked and details will start to flow out. The 52nd Annual RPM@Reno Workshops will take place at the Silver Legacy as part of the "The Row" in Reno, Nevada on Tuesday, December 3; Wednesday, December 4 and Thursday, December 5. The RPM@Daytona Workshops will take place Sunday, February 9; Monday, February 10 and Tuesday, February 11, 2025 at The Shores Resort & Spa.*





## Incentive Based Marketing and Some Ideas to Gain Customer Loyalty

### Successful marketing comes in all shapes and sizes.

From SEO to social media marketing, email outreach to affiliate programs, marketers have lots on their plates. However, successful marketing can sometimes be as simple as rewarding your customers.

The central premise of incentive marketing could hardly be more straightforward. It's all about appealing to our innate desire to earn rewards or win prizes. For global brands and small firms alike, marketing incentives can boost sales significantly.

### What is incentive marketing?

Incentive marketing offers rewards, special perks, gifts, and other incentives to encourage customers to promote a business's products and services. The promotional techniques will vary depending on the business.

Many B2C brands use loyalty management software to identify repeat customers and reward them for their continued support with special discounts and perks, which will bring them back to shop more. Advertising incentives give consumers a final nudge and result in conversions like initial or repeat purchases, website visits, email signups, and referrals.

Someone who's reading your pages or other material is already interested in what you offer. By offering a reward or incentive, you encourage them to take the next step in their customer journey. What, then, are some incentive marketing ideas that might do the job for your company?

### 6 incentive marketing ideas

Whether you run a local store or operate a cloud contact center, effective marketing is vital. It's how you attract those new customers or clients. Incentive marketing can play a crucial role in your

overall strategy.

The following are some straight forward yet effective incentive marketing ideas. You can pick and choose those most suited to use on your customers.

### 1. Loyalty programs

When people talk about incentive marketing, they're often thinking about the digital world. So much business gets done online these days that such an assumption is natural. Marketing incentives work for - and get used by - companies both online and off, however. Loyalty programs are a prime example. Such incentives are a staple of all kinds of businesses, for the simple reason that they work really well.

At the most basic level, a card that you can get stamped to give you a free coffee or haircut is a loyalty program. As is anything that incentivizes customers to stick with a brand by providing some form of reward. The reason these programs are effective is because people like to feel appreciated. They enjoy thinking that companies are grateful for their custom and they value a great customer experience.

For that reason,, 69% of consumers say that whether they can get loyalty points impacts their choice of retailer. If you're in a position to run a loyalty program that's free for customers to join, you should. It's as simple as that.

### 2. Referral bonuses

Another common type of marketing incentive is a referral bonus to bring in new customers. This type of arrangement is a win-win for firms and customers alike and is particularly effective with affiliate marketing. That's definitely how you should sell it to consumers if you do implement the idea.

Once again, the premise is refreshingly simple. You offer existing customers a reward if they recommend you to others. That could be a straightforward monetary bonus or something specific to your products.

Referral programs work particularly well for e-commerce websites and other online businesses. Such firms can make it straightforward for customers to recommend them. They can also track whether those referred actually do go on to become paying customers.

Reviews and other kinds of word-of-mouth marketing, too, are influential in the digital world. If you don't already use social listening to see what people say about your brand online, you should start.

For tracks this could apply to fans or participants when it comes to referrals. A participant could actually bring both and the plan could be structured as such.





### 3. Special features for premium memberships

Not all marketing incentives work in precisely the same way. Most offer a financial reward or a prize for customers who make a purchase or take another action. Some add new and desirable features to a product or service. That's when customers take out a premium membership.

This is a slightly different way of rewarding your most loyal customers. They have to pay for their heightened level of membership, but the benefits are worth it. That's especially true for those most regular users of your product or service. Amazon Prime is the highest-profile example of this kind of marketing incentive.

### 4. Access to special pricing for paid customers

These incentive marketing ideas are about inspiring and rewarding customer loyalty in one fell swoop. Giving access to exclusive prices for the most reliable customers is another example. It's a superb way to show consumers how much you value them and their custom. Such a show of gratitude can be particularly impactful when many people feel loyal customers miss out.

Incentivized pricing can also have a further positive impact on your business. Customers will know they get a better price for buying a particular volume or using your service a specific amount. As a result, they may make more effort to reach those thresholds. Thus, your marketing incentives boost customer loyalty and turnover at the same time.

For non-premium events perhaps there is a discount that can be offered for people who loyally attend your speedway and your events.

### 5. Early access to new items and sales

If you release new lines or run special offers, you may want to provide them to loyal customers before anyone else. That's another tried and true form of incentive marketing. It's a method often employed in the entertainment and leisure industry. Think about the last time you saw tickets for a concert or gig go on sale. You probably noticed that some people could buy them first. That might have included members of the fan club, users of a particular sponsor's product, and others.

Priority tickets are an example of incentive marketing

This is a great incentive marketing idea to consider. You give up very little and could still get abundant rewards. By giving some customers early access to products or promos, you create a sense of urgency. That's an excellent way to boost sales. On top of that, you're still rewarding loyal customers and aiding retention.

Marketing email lists and unified communications as a service, platforms too, make this technique simpler. It's quick and straightforward to reach out to all your existing customers.

### 6. Sweepstakes and contests for free merchandise

Incentive marketing isn't all about inspiring people to buy from your brand. Sometimes, a successful marketing incentive is one that helps you gather new leads and info. Sweepstakes and contests are highly effective techniques, in this regard.

Many firms use giveaways to persuade people to give them their email address or fill in a short survey. The former gives your brand a new channel through which to reach potential customers. The latter provides potentially invaluable detail on your target audience.

Sweepstakes and contests are easy for even smaller businesses to run. You can appear generous, after all, without breaking the bank. One very desirable prize will delight entrants to your competition. It doesn't, though, have to make much of a dent in your budget.

### Incentive marketing examples

Whatever your niche, your brand must use all at its disposal to aid your marketing strategy. If your main focus is to find new customers or to keep those you've got, the more marketing weapons you have, the better.

Some firms combine tech, such as software with VoIP video or VoIP browser capabilities, in order to reach a broader audience. Others leverage the types of marketing incentives we talked about above, including some of the world's most recognizable brands. Many of those use loyalty programs, contests, and a variety of social media marketing techniques. The results they've achieved by doing so, too, are remarkable.

Let's take a look at some notable incentive marketing campaign examples and the benefits they've delivered.

#### Dunkin' Donuts and Starbucks

Two leading brands provide a superb example of how impactful loyalty programs can be. Starbucks runs one of the most famous loyalty schemes in the world. Their rewards card and mobile app helped significantly boost sales after its launch.

It also made Starbucks a target, however. When the coffee brand made changes to its loyalty scheme, rivals Dunkin' Donuts took aim. What ensued was a pitched battle over rewards programs. The firms waged a PR war about which of them offered a better deal to consumers.

Two world-renowned brands clearly see incentive marketing as a vital battleground – one on which to try and get an advantage over one another. It's not a marketing technique that any organization can afford to ignore.

#### Amazon Prime

We touched on Amazon Prime and its success as an incentive

marketing technique earlier. It's well worth giving it some more attention, though. In a way, Prime combines a few of the versions of incentives we discussed earlier. It's similar to a loyalty program in that it's most beneficial to more regular Amazon customers. It also provides extra features to customers who upgrade to Prime membership. Throw in that you can also get a free trial, and Prime shows another incentive marketing hallmark.

However you categorize Prime, there's no question it's been a profound success for Amazon. That's a testament to both Amazon's clout as a brand and the effectiveness of the Prime program.

Prime is a particularly smart example of incentive marketing. That's thanks to its innovative nature. Starting as an offer of free or speedier delivery, the scheme has expanded over the years. Now, Prime members get all manner of features, not to mention access to the firm's subscription TV service.

Amazon has turned a comparatively simple premium membership into so much more. Prime is a loyalty program and incentive for new customers; all rolled into one.

## McDonald's Monopoly Sweepstakes

We did say that incentive marketing gets leveraged by the world's best-known brands. Now that we've followed Amazon with McDonald's in our examples, it should be apparent that we weren't kidding. The fast food brand's Monopoly-themed sweepstakes contest has run for decades. It's among the best-known examples of incentive marketing in the world. That makes it an extraordinarily long-lived marketing exercise with a remarkable history.

Despite some less favorable episodes in the past, the scheme has still delivered for McDonald's. The contest has become akin to an institution and has given away millions of dollars in prizes. Its annual implementation is an event that people eagerly anticipate. National newspapers around the world even run stories about it. If that's not an example of how beneficial a good marketing incentive can be to brand awareness, nothing is.

It's a win-win!

Incentive marketing is a potentially lucrative avenue for any brand to explore. That's whether you want to find new customers or reinvigorate those you already have. This strand of marketing is one that excels in aiding both customer acquisition and retention. Contests, referral bonuses, and loyalty programs, after all, have universal appeal.

It's easy to try some of the clever techniques listed above. Not all of them will suit your brand or customers. You only need one effective scheme or contest, though, to see a benefit. Get it right, and you could taste similar success to the world's leading brands, which already make incentive marketing work for them.

Retention will bring no results unless your audience engages with your brand.



**"I have learned more at the RPM Workshops and Trade Shows than I do at any other Trade Show", Gregory Geibel, General Manager, Promoter, Lernerville Speedway**







### Traditional Media Leads to Social Media and Beyond

in the July edition of the Newsletter we noted that “tried and true” methods of promotion and working with the media still worked. While doing so, we reached out to RPM contributor, Shawn Courchesne and asked him for some on ideas on how to pitch a member of the media and help put your story in the spotlight.

Courchesne came back with 8 ideas to help you accomplish your goals.

#### **Eight Things That Would Make Me Write About Something Being Pitched To Me**

- **Having already had a built-in relationship with the person/group who was pitching for the coverage;** this is something every track should work on and develop in their respective regions. Being close to your main media members never hurt coverage.
- **Quality human interest story;** this is an important element of our sport. Often it is missed and there are stories everywhere that are of great human interest. It's an avenue that needs to be tapped into more frequently.
- **It's breaking news that is compelling and exclusive;** This seems to be a “no-brainer”, however, often times these opportunities are missed or overlooked therefore they need to be capitalized on and the media member with the relationships should be kept in the know.
- **It's a subject/topic that is very unique;** Most covered topics are not as unique as we may think they are from are up front perspective so find something. It's out there, you just have to look.
- **It's a story that involves someone in racing but the guts of the story focuses on something that doesn't actually directly involve their participation in racing;** This is an interesting perspective that Courchesne presents. So much of racing revolves around cars going in circles and often that is overlooked by main-

stream media. Come up with a hook that is outside the fence lines of the race track. You'll be surprised at the good it does for the sport and your business.

— **It's something on a local level that might tie-in with current events/topics that are being talked about in racing at a national level;** There are many similarities and comparisons that work. Do a little research, reach the comparison and present it to the media. There seems to be a crossover and a dwelling on topics now with Social Media holding the weight that it does these days.

— **The person pitching it has a built-in relationship with me as a marketing partner;** Your marketing partners and potential marketing partners are always looking for added value and media stories provide just that. Most of the media folks know what's going on here, however, if they are extended an olive branch most are more than willing to make things happen that benefits everyone.

— **It's something that brings a new and unique angle/viewpoint on something that has been a topic of much attention recently in racing;** Find the rare, the thing that isn't been talked about. New technology, different viewpoints. All of it can be helpful, from the simplest item to the most complex.

Shawn Courchesne has been covering sports and more importantly to us, short track racing for decades. He worked for the Hartford Courant and now is the editor and publisher of RaceDayCT.com, a leader in his region for the coverage of motorsports where it is seemingly non-existent in today's world.



*Working with and “working” the media can help your business. It's become a forgotten artform in our business, but it is something that we all need to reconsider and do better with.*

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The RPM Newsletter and Workshops was once again part of the TOPS H.Q. Workroom and Lounge which provides meeting space for Track Operators, Promoters and Sanctioning Bodies, along with hosting the popular “BS & Brews” which gives industry folks the opportunity to network and let their hair down in casual conversation.



### Interesting Situation...

Liberty Media, owner of Formula One Group, confirmed that it is under investigation by the Justice Department for denying Andretti Global entry into the Formula 1 World Championship.

"We intend to fully cooperate with that investigation, including any related request for information," Liberty Media CEO Greg Maffei said during a conference call Thursday.

The F1 rejection in January came after a six-month review of Andretti's application and the reasoning for the denial was taken personally by both Mario and Michael Andretti, as well as General Motors, which plans to partner with Andretti in F1 under its Cadillac brand. The bid would expand the current 10-team grid to accommodate a two-car American team.

Maffei said Thursday that the company is open to new entrants applying and potentially being approved if certain requirements are met.

The Justice Department declined to comment Thursday.

Among F1's claims related to the rejection were that it did not believe Andretti would be a competitive team; that the Andretti name does not bring the value to the series that Michael Andretti believes it would; and that getting on the grid in the next two years would be a challenge Andretti has never faced before.

Mario Andretti said in April that he was deeply offended by the language Formula One Management used in denying the bid to join the global motorsports series. The 1978 Formula 1 world champion posted on social media he was "devastated".

In May, six U.S. senators called on the Justice Department to look into the rejection, saying that there were concerns that Formula 1 was acting on behalf individual teams and other "key stakeholders," including foreign automakers, and that could be a violation of antitrust laws.

### Mountain Motor Speedway has New Promoters...

Mountain Motor Speedway is a unique facility in Isom, Kentucky. The facility has a 3/8-mile dirt track and a 1/8-mile dragstrip utilizing the same grandstand.

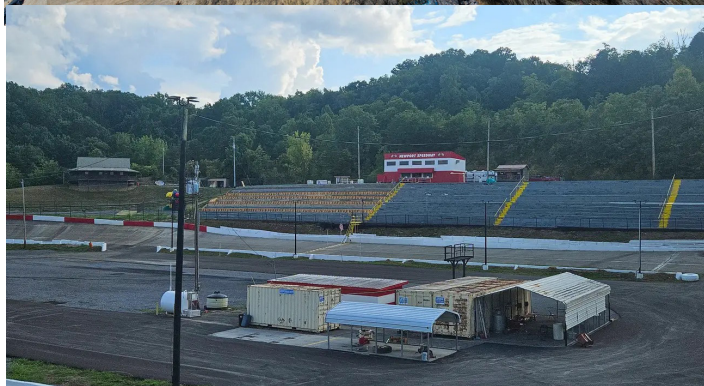
Two new promoter's have stepped in to keep the facility alive. Darren Stone and Late Model car owner Rick Noble have stepped to the plate to keep the facility running despite doing battle on social media.

The facility itself has seen several promoters during it's time and this duo is hoping to end that with a long-term situation.

Crowds have been reported to be growing and so has interest in the facility.



*Mountain Motor Speedway in Isom, Kentucky has a unique layout and is staying in business. A good news story in our business.*



## Newport Speedway in Tennessee has come a long way...

There is life at Newport Speedway in Tennessee once again.

The track recently hosted cars for the first time in a number of years.

Promoter Chuck Ward and track manager Rick Watson have done an incredible job bringing the speedway back from being a salvage yard.

The photos below tell a tremendous story.

Hopefully, the future is bright for Newport moving forward.

*Top-to-Bottom; From last March to very recently. Newport Speedway has undergone an amazing transformation. The facility is in great shape and recently hosted cars on track for the first time in many years.*





## Mark Your Calendars - RPM Workshop Dates for 2024 and 2025

The RPM Workshops dates for next year following RPM@Daytona in 2024 will be as follows:

RPM Western Workshops will take place on December 3, 4 and 5, 2024.

RPM@Daytona will take place February 9, 10 and 11, 2025 and will likely take place at The Shores in Daytona Beach Shores, Florida, provided things do not change.



## Tips from MyRacePass (MRP)

Welcome to July! The year really seems like it's flying by. I have a couple reminders this time around for everyone.

I know you hear this from us constantly, but I really want to recommend that you add online tickets in some way to your events. At minimum your major events. Our data and records show such an elevated level of success with online tickets this year. The younger generation of fans are much more accustomed to purchasing tickets online in advance.

- I have a list of help center articles showing how to add tickets, and many other related things.
- Use this link to find all of the articles related to online tickets.

I also want to remind you of the value of Push Notifications from the app going directly to your fans. When your fans favorite your track or series in the MyRacePass app, they get push notifications on their devices with updates from your facility.

- We have a link to a PDF that works great for sharing on social media showing fans how to do so!
- Push notifications for things like when you release a news article, when you "go live" with MRP Live, when fantasy picks open up, or when you have a rain out/cancellation.

We have created a little guide to help promote an MRP Fantasy Leaderboard. It's been really cool to see so many of you really embrace the MRP Fantasy Racing features of the app, and have you really engage your fans in creative ways!

- Here is that PDF Link

I also want to highlight Announcer Audio in the MyRacePass app! This is now turned on for all tracks and series in your dashboard. If you have any questions on setup, reachout to [Support@MyRacePass.com](mailto:Support@MyRacePass.com)

- We have an article for that too!


## QUICK NOTES!

- Our YouTube page is being updated weekly! View help videos by visiting our Youtube Page.
- Facebook support group - Join our group here. Please Remember to answer the questions, or you won't be allowed in!
- The MRP Help Center was completely re-written in the last few months, and you can find it [HERE!](#)


- Best way to contact us is our support inbox | Email Us - [support@myracepass.com](mailto:support@myracepass.com)

# TicketSpice

for Speedways


 TicketSpice

## Speedways Make More Money with TicketSpice

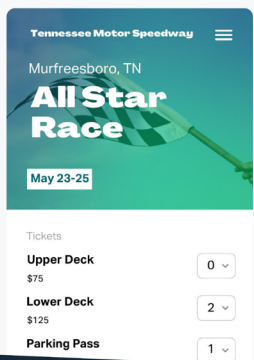


Rated 4.9/5 stars from over 300 reviews

**Tired of outdated ticketing companies doing the bare minimum and over charging?**



Book a call to learn more about TicketSpice.



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Murfreesboro, TN  
**All Star Race**  
May 23-25

Tickets

Upper Deck \$75	0
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Parking Pass	1

Leading Speedways are switching to TicketSpice to save time, increase revenue, and elevate their visitor experience.

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**Scan and Schedule for the Promotion!**

TicketSpice was started in 2008 and has worked with 60,000 organizations, processing over \$1 Billion per year. Birthed from the enthusiast motorsports industry, we know what it feels like to be overcharged for solutions that overpromise and underdeliver. More at [www.ticketspice.com/speedways](http://www.ticketspice.com/speedways)

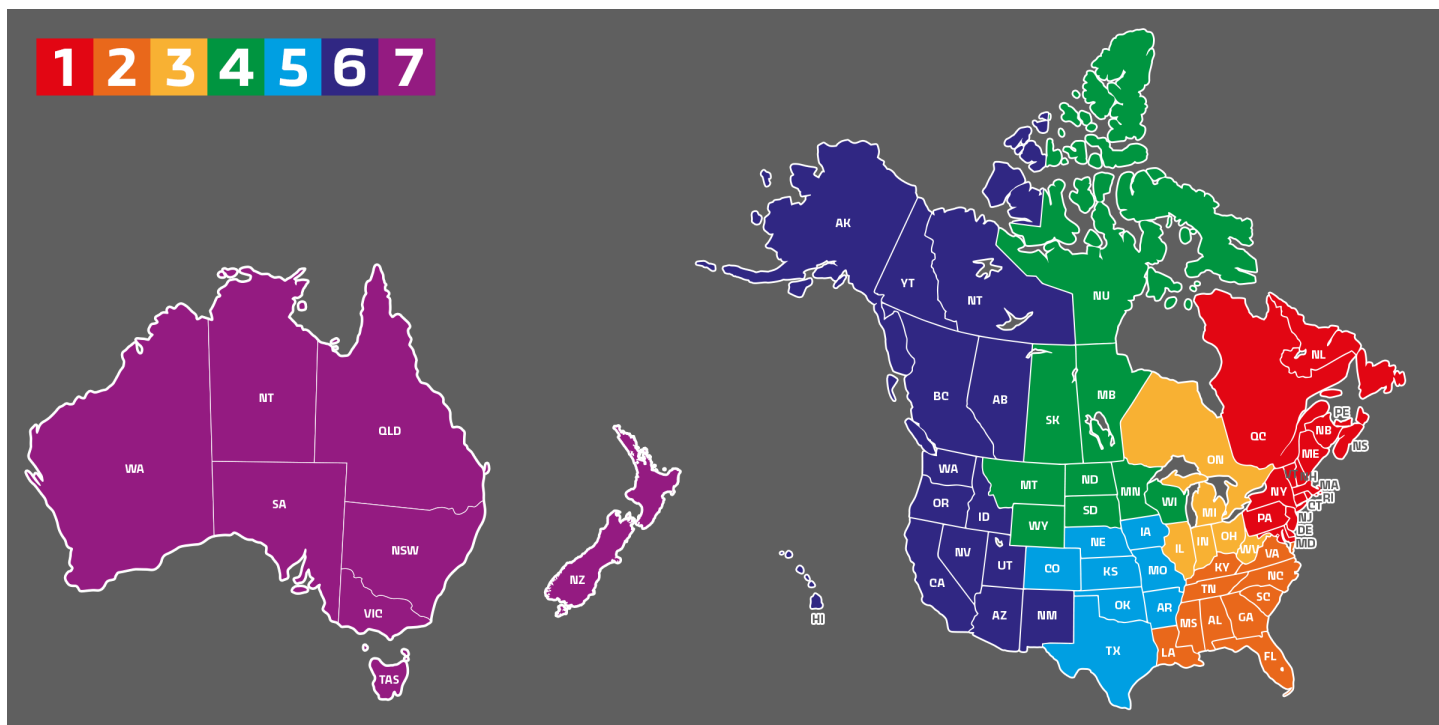
# TicketSpice

for Speedways





# TAKE NOTE - ARPY REGIONS CHANGING FOR 2024



Following an interesting meeting at PRI that happened quite by chance, we have chose to add Australia and New Zealand into our voting. Australia and New Zealand have a hotbed of racing. In addition to this we have adjusted the regions to include our neighbors to the North. As RPM continues to seek growth, we feel this is a positive move for the organization.

## Region 1;

Canada - Nova Scotia, Quebec, Prince Edward Island, New Brunswick, Newfoundland

United States – Maine, Vermont, New Hampshire, Connecticut, New York, Massachusetts, Rhode Island, Pennsylvania, New Jersey, Delaware, Maryland

## Region 2;

United States – Virginia, Tennessee, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Kentucky

## Region 3;

Canada – Ontario

United States – Michigan, Ohio, Indiana, Illinois, West Virginia

## Region 4;

Canada – Manitoba, Saskatchewan, Nunavut

United States – Wisconsin, Minnesota, North Dakota, South Dakota, Wyoming, Montana

## Region 5;

United States – Missouri, Nebraska, Colorado, Texas, Oklahoma, Kansas, Arkansas, Iowa

## Region 6;

Canada – Alberta, British Columbia, Northwest Territories, Yukon

United States – Idaho, Washington, Oregon, California, Nevada, New Mexico, Arizona, Utah, Alaska, Hawaii

## Region 7;

Australia, New Zealand





**DON'T STOP WHEN  
YOU'RE TIRED.  
STOP WHEN YOU'RE  
DONE.**



FAILURE IS NOT FATAL,  
BUT FAILURE TO CHANGE  
MIGHT BE.

*- John Wooden*



*Top-to-Bottom; More from Ruapuna Speedway as the Mayor of Christchurch Phil Mauger welcomes Texan Brenham Crouch (left) and Californian Joel Myers to Ruapuna Speedway. The duo did parade laps in convertibles displaying and honoring the American flag.*



*Above; When the local A&P Show (state fair) was cancelled due to covid restrictions, the quick thinking Ruapuna management brought in some carnival rides and sideshows for their annual 'Carnival Night' which won them the 'Best Promotional Event' at the New Zealand Speedway Awards in 2022 and brought in quite a crowd.*



*Below; Posting a photo of a parking lot filled with cars, why? If you larger events utilize all or much of the space in your fan parking area, it might be a good idea to have "parking lot attendants" to park cars. Sometimes people try to "squeeze" in and create unnecessary challenges and damage other peoples vehicles and property in the process.*



*Above; In a world with less and less customer service, this was the entrance at one of many gates at the 184th Erie County Fair. There was not an employee, the process was faceless and done on the screen. Is it a wave of the future? The ticket booth was empty and dark, but you could still get in.*





Above; There have been a great deal of losses in the sport this season. Scott Bloomquist was a unique individual. He certainly presented his own challenges to promoters throughout the years, but he drew fans. He will certainly be missed not only by the dirt late model racing community but all of North American motorsports.

*Evan Canfield was a rising star on the media end of the sport. He was passionate about his photography and social media efforts. In the photo he's posting with an Eastern Motorsports Press Association Award. Evan passed away at just 30 years old recently. It was cardiac related. Do yourself a favor and get yourself checked out. We are going to miss Evan and the efforts he made to help make the sport better.*

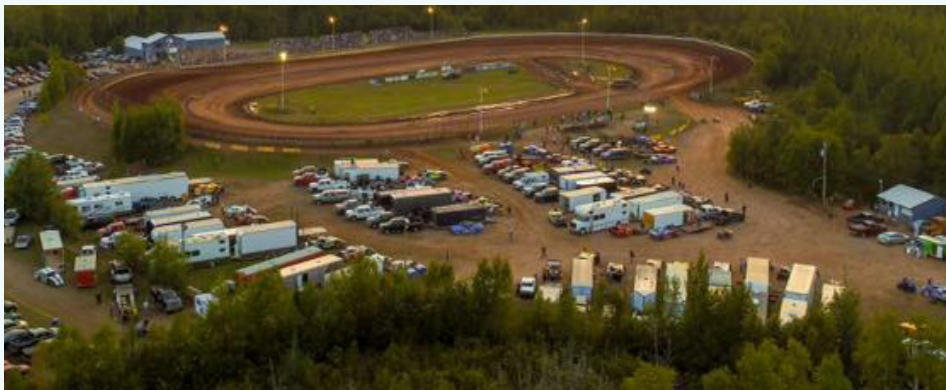






*Above; A unique view of Chemung Speedrome located in the southern tier of New York in a valley with the fog rising on an August morning.*





## RECENTLY TNT SPEEDWAY LOCATED IN NORTHERN WISCONSIN LISTED

"It is with great sadness that we share this link and announce the track is for sale or lease. Current circumstances, prior commitments and work loads do not allow us to dedicate the time and effort into bringing our dreams for TNT Speedway to fruition," this was posted and taken from the tracks Facebook page.

The track was previously sold in 2021 via auction. Zabel-Ackerman in Fond du Lac, Wisconsin is handling the listing. Various record may be found on the facility.

[zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d](https://zacommercial.com/Search.html#/property/63062206e207a5000751b2e7/63062503ba895e0007f8b27d)



## WEST VIRGINIA MOTOR SPEEDWAY HAS BEEN PLACED ON THE MARKET FOR SALE.

West Virginia Motor Speedway and it's facilities recently received an entire renovation with all brand new finishings inside the buildings. West Virginia Motor Speedway is known for its beautiful valley views and its unique terraced seating on the front straight hillside. More information can be found here; [www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/](http://www.loopnet.com/Listing/1-Matheny-Dr-Mineral-Wells-WV/29717599/)



## STATELINE SPEEDWAY IN BUSTI, NY FOR SALE

77 acre property, with a ranch home, in addition to the stock car track is a gokart track. The facility, in the Southern Tier of New York is very near the Pennsylvania border, with pride and upkeep being a focus on the facility, this track is

ready for the right owners.

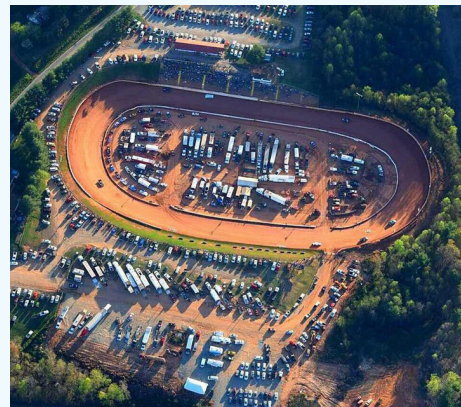
More information can be found here; 4150 Kortwright Rd, Jamestown, NY 14701 | MLS #R1453778 | [www.loopnet.com/Listing/4150-Kortwright-Rd-Jamestown-NY/27671334/](http://www.loopnet.com/Listing/4150-Kortwright-Rd-Jamestown-NY/27671334/)

Note that there has been a significant price reduction for this facility and from an RPM perspective, it is worth it.

## GREENVILLE-PICKENS SPEEDWAY IN SOUTH CAROLINA IS LISTED FOR SALE

The historic Greenville-Pickens Speedway in Easley, just west of Greenville, was recently listed on a real estate website.

According to the listing from RealtyLink, a



## HISTORIC FRIENDSHIP MOTOR SPEEDWAY IS NOW AVAILABLE

This 40.84+/- Acre property features a 3/8 Mile Oval Dirt over Asphalt Track, Multiple Concession Stands, 9 Vender Booths, Restroom Facilities that have all been recently updated in 2021. In addition to recent updates, the owners have installed new Whelen Track Safety Lights, New Scoreboard, New Westhold Timing & Scoring Loop System, Updated Concession Stand Equipment, New 8'X12' Platform Scales. The grandstand has seating for 4000 people, 97 Trackside Tailgating Spots. Additional fill dirt is being delivered, compacted and seeded by January 1, 2023.

More information can be found here;

[www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/](http://www.loopnet.com/Listing/11420-NC-268-Elkin-NC/27089397/)

real estate development company, ground lease or "built to suit" opportunities are available for the 305-acre property at 3800 Calhoun Memorial Highway.

Starting as a dirt track in 1940, the Greenville-Pickens Speedway hosted the first-ever, start-to-finish live-televised NASCAR race in 1971 after being paved in 1970.

The race track also holds events like the Upstate Holiday Lights Show and the Upper SC State fair.



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